

MARKETING UZ

Issue

With the developing entrepreneurship of Uzbekistan, the demand for marketing and marketers is growing rapidly. There are also many young people who want to become marketers.

But the same time

1

Many Uzbeks do not know what "Marketing" is!

2

There are very little materials given about marketing in Uzbek language, and there is no information on the Internet at all!

3

Most young people interested in marketing find the field difficult to study because they do not know any language other than Uzbek.

Solution:



The first community of marketers in Uzbek language is "Marketing Uz".

The main goal of the project is to increase marketing information on the Internet, to introduce experienced marketers to the public and to create a networking platform for marketers

Result



To date, 5 releases of the project have been conducted offline, with 3 speakers in each episode speaking in their own direction.

1 362 ответа

Сообщение для респондентов

Эта форма закрыта. Ответы больше не принимаются.

[Сводка](#)

[Вопрос](#)

To each offline release of "Marketing Uz" there has been more than 1,000 new subscribers and more than 500 participants.

Spikers



Diyor Mirzaakhmedov



Farkhod Norbayev
"Lokals" creative agency



Farrukh Sharipov
"Sintez"



Zamira Rakhmanova
Testo by Zamira&Co



Shakhrukh Nizamutdinov
FCB Tashkent

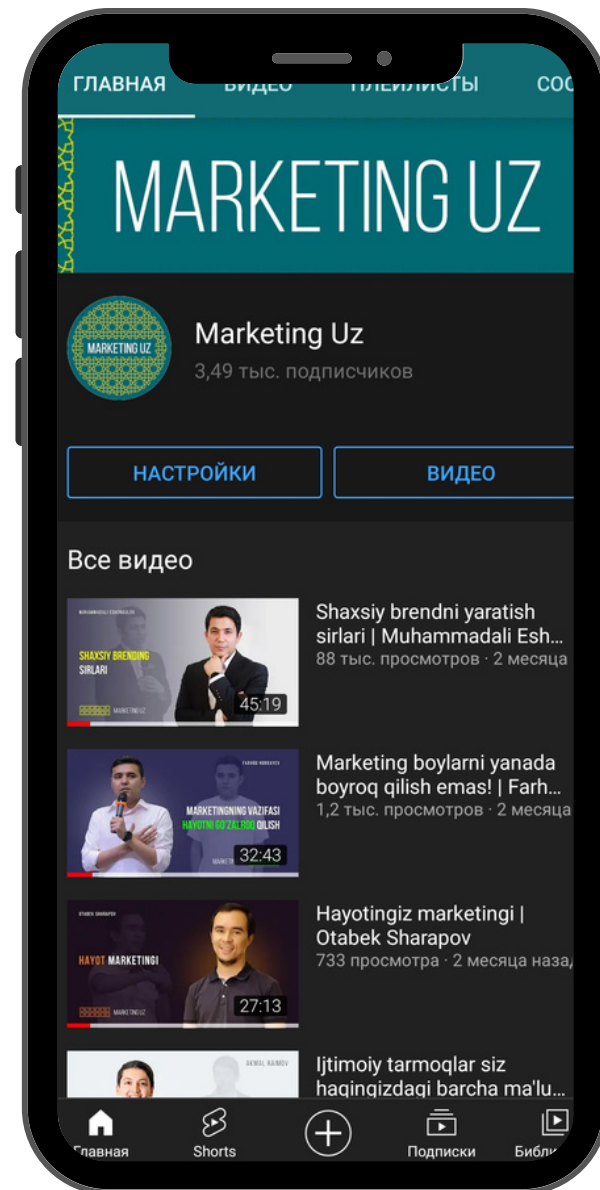


Otabek Sharapov
"605" agency

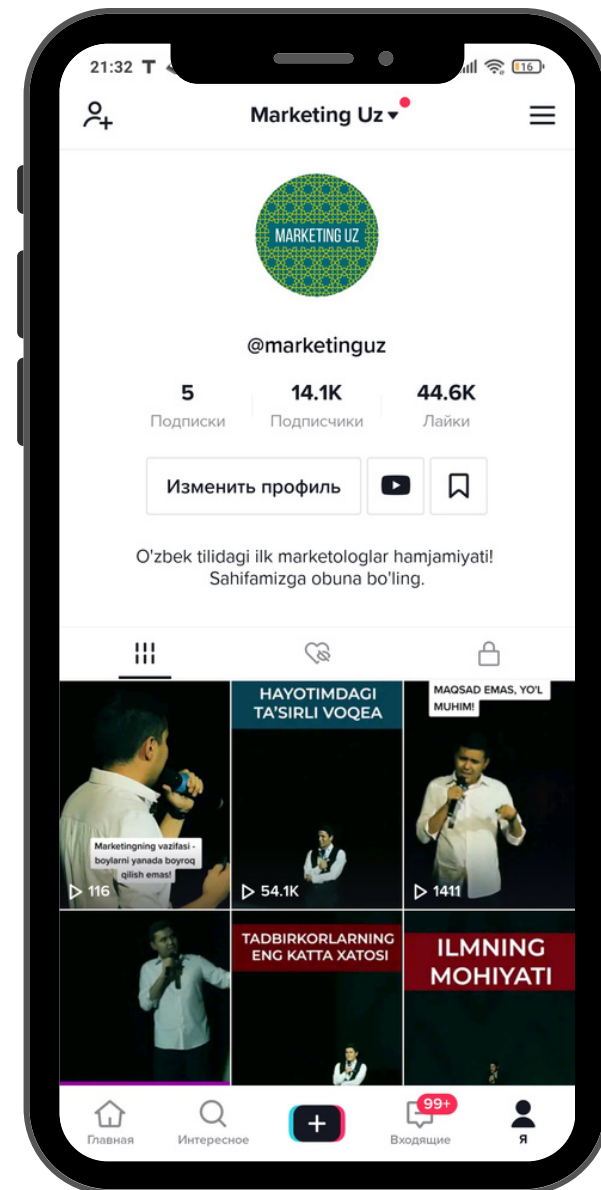
Photos from events



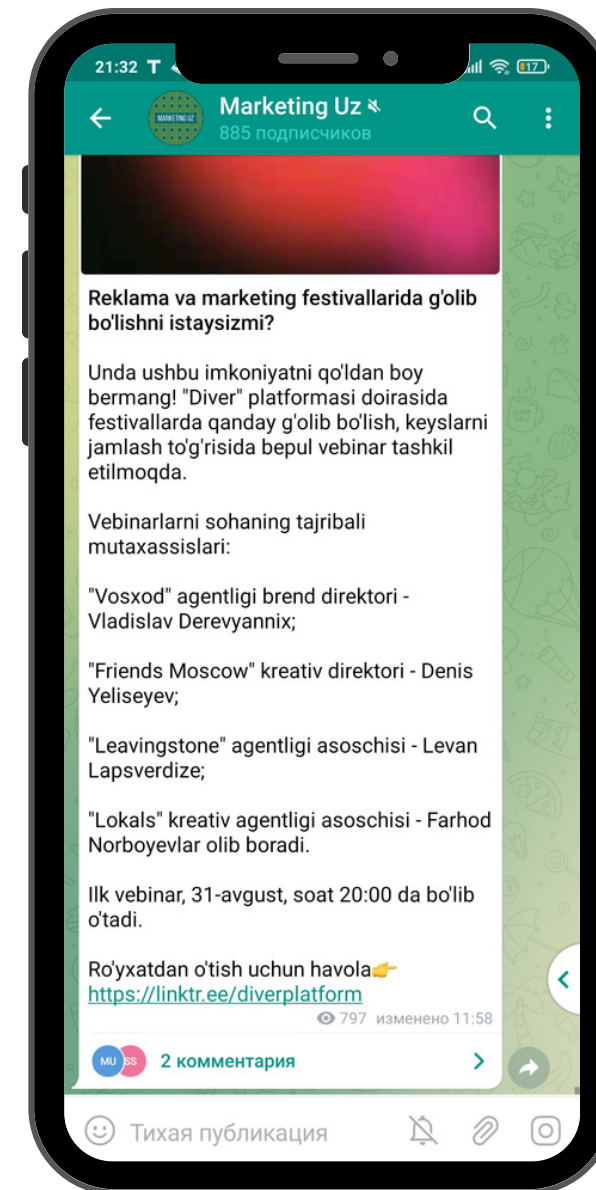
Social Media




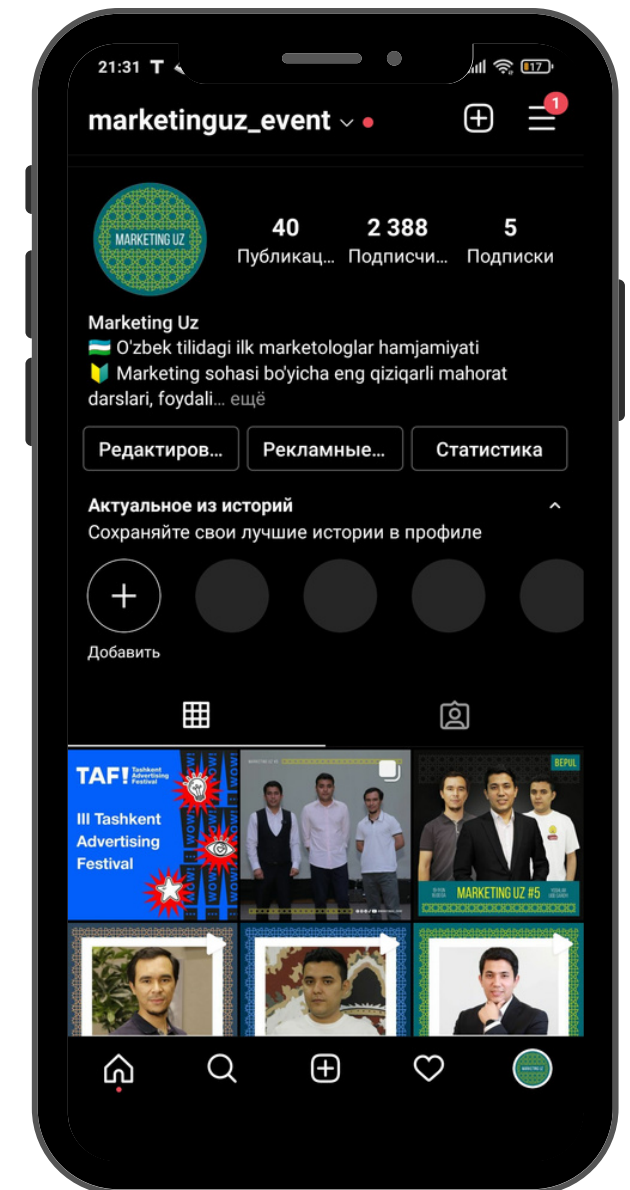
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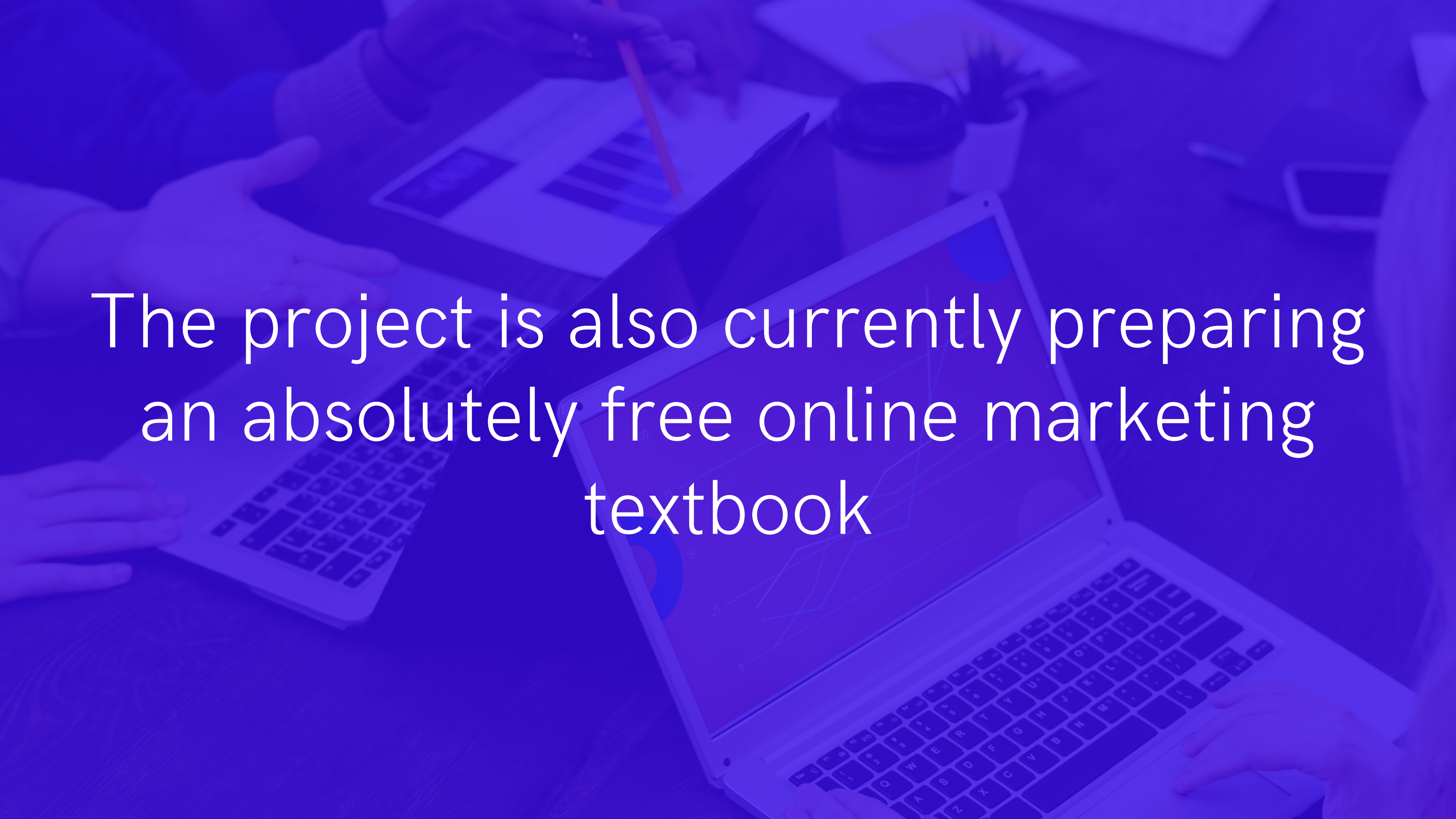
 14,1k



 885



 2,8k

The background is a blue-tinted photograph of a collaborative workspace. It shows several people's hands interacting with technology and documents. In the foreground, a laptop is open, displaying a line graph on its screen. To the left, another laptop is partially visible. In the background, there are papers, a coffee cup, and a small potted plant. The overall scene suggests a professional or academic environment focused on data and collaboration.

The project is also currently preparing
an absolutely free online marketing
textbook

Thanks for attention!